PATENT ATTORNEY DOCKET NO. 03-1083

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Serial No.: 10/826,779 Confirmation No.: 1294

Applicant: Michael Sweeting, et al.

Title: SYSTEMS AND METHODS FOR PROVIDING DYNAMIC PRICE

improvement

Filed: April 165, 2004

Art Unit: 3691

Examiner: Gregory L. Johnson

Atty. Docket: 03-1083 Customer No. 63710

REPLY TO OFFICE ACTION

Mail Stop AF Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Applicant hereby replies to the Office Action of December 9, 2008. Kindly amend the application as follows.

AMENDMENTS TO THE CLAIMS begin on page 2 of this paper.

REMARKS/ARGUMENTS begin on page 8 of this paper.